

May 16, 1968

C. R. Wieselthier, Staff Assistant  
Greater Newark Urban Coalition  
Prudential Insurance Company of America  
Prudential Plaza  
Newark, New Jersey

Dear Mr. Wieselthier:

Please convey our deep appreciation and thanks to the officers of Greater Newark Urban Coalition for joining in the sponsorship of the Majority Response Rally.

In reply to your request for a statement of the rally's specific objectives and the precise demands that are to be made, I wish to state the following:

1) Objectives - The rally is designed to bring to Trenton, thousands of New Jersey citizens representative of the majority of the people of the State, who are predominantly middle class, relatively comfortable suburbanites, to impress upon the Legislature their concern for the future of our impoverished city areas. We wish to convey to those legislators who are inclined to vote for adequate urban aid measures that there is an awakened public support for such a program throughout the State. We hope, by this means, to embolden them to do what their intellect and conscience suggests is right with less fear of political retribution from among their constituents.

2) Demands - The demands are simply that the Legislature enact the specific recommendations contained in the report of the Selective Commission on Civil Disorders, leaving it to the wisdom and judgment of the Legislature to design the particulars of implementation and ways and means of raising the revenues. We do not demand that the Legislature accept the Governor's recommendations contained in his message of April 25 as the only way in which it can be done. If the Legislature wishes to devise its own program to enact the recommendations of the Select Commission, we shall consider our objectives to have been realized. The Select Commission's recommendations, however, will be used



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as a yardstick to measure the adequacy of a legislative program.

We are delighted to know that Gustav Heningsburg will join the sponsors personally.

I enclose a copy of the announcement of the rally of which we have printed 15,000 for mail distribution to the membership list of various state organizations. We are also running full page advertisements in at least three New Jersey Sunday newspapers on May 19th.

A recent estimate of our budget situation indicates that we need an additional \$4000 to carry out the steps necessary to make this rally a success. Our goal is some 1,000 participants. Getting this number to Trenton on a Monday morning is a prodigious undertaking. We do hope that the Urban Coalition will join with our other sponsors in providing generous financial support. Checks should be made out to the Majority Response Rally, and sent to its office as shown on this letterhead.

Sincerely,

Ernest Erber,  
Coordinator

EE:jyb  
Enc.